

### **Amendment to the Specification**

Please replace the paragraph starting at page 20, line 1, with the following amended paragraph:

The Start Time of Day is set to "00100101100", which corresponds to 300 in decimal values, so the start time for the advertisement is 300~~seconds~~ minutes after midnight, or 5:00 AM. The Duration Time of Day value is "00000111100", or 60 in decimal values, corresponding to a duration of 60 minutes for this display period of the advertisement. A block diagram of the schedule for display of this advertisement may be found in Figure 5.